

# TRADEWINDS

California Department of Food and Agriculture  
Agricultural Export Program

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## BIOTERRORISM RULES SEMINAR IN CALIFORNIA

A one-day seminar on "Complying with FDA's Final Bioterrorism Rules" in San Francisco is being planned by the Food Institute and the Food and Drug Law Institute on Wednesday, November 12.

E-mail Scott Blander at [sblander@foodinstitute.com](mailto:sblander@foodinstitute.com) to receive information as it becomes available. *Source: NASFT*

## SEVENTH ANNUAL MEXICAN ORGANIC AGRICULTURE FORUM

The 7th Annual Forum on Mexican Agriculture and the first Conference on Organic Medicinal Plants will be held November 13-15, 2003 at the University of Morelos, Cuernavaca, Mexico and is conducted in Spanish. The conference will be an opportunity to gather information, contacts and trade leads within the organic industry.

*For more information, please contact AEP at (916) 654-0389.*

## INTERNATIONAL MARKETING FUNDS

The Western United States Agricultural Trade Association (WUSATA) has announced a second round of allocations for the 2003-2004 Branded Program. Interested companies should apply now, as funding is allocated to companies meeting the Branded Program requirements on a first-come, first-served basis. Companies who applied by the July 1, 2003 deadline, the first round, are currently moving through the allocation process.

*Detailed information about the Branded Program is available on WUSATA's website at <http://www.wusata.org>.*

## NEWS

### VALUE-ADDED PRODUCER GRANTS

The Rural Business Cooperative Service (RBS) announced the availability of \$27.7 million in competitive grant funds for fiscal year 2003 to help independent agricultural producers enter into value-added activities. The RBS requests proposals from eligible independent producers, agricultural producer groups, farmer or rancher cooperatives, and majority-controlled producer-based business ventures interested in a competitively awarded grant to fund one of the two activities: (1) Developing feasibility studies or business plans (including marketing plans or other planning activities) needed to establish a viable value-added marketing opportunity for an agricultural product; or (2) acquiring working capital to operate value-added business venture or an alliance that will allow producers to better compete in domestic and international markets.

In order to provide program benefits to as many eligible applicants as possible, applications can only be for one or the other of these two activities, but not both. Value-added products are specifically defined within the Notice of Funds Availability (NOFA) available on the website listed below. A product must meet the definition of value-added to be applicable.

The maximum award per grant is \$500,000. In order to maximize the distribution of the program benefits, smaller grant requests under \$500,000 will receive priority points. Priority is also being given to projects producing energy from biomass or demonstrating profitable use of innovative technologies.

Applications must be completed and submitted to the State USDA Rural Development office as soon as possible, but no later than 4 p.m. on October 20, 2003. Applications received after October 20, 2003 will not be considered.

*For more information on the Value-Added Agricultural Market Development Grant Program (VADG), please visit the website:*

[www.rurdev.usda.gov/ca](http://www.rurdev.usda.gov/ca) or contact Ms. Karen Spatz, USDA Rural Development at (530) 792-5829, e-mail: [karen.spatz@ca.usda.gov](mailto:karen.spatz@ca.usda.gov)

## UPCOMING TRADE EVENTS

*Sponsored by the California Department  
of Food and Agriculture*

### ANUGA

**October 11-15, 2003, Cologne, Germany**

California will participate in the ANUGA trade show this fall with a California Pavilion, located within the USA section. Consisting of 14 booths, it will include a multi-purpose lounge for supplier-buyer meetings and wine tastings. Booth space is still available!

*See brochure with details and application on the Web at: [http://www.calagexport.com/trade\\_shows.asp](http://www.calagexport.com/trade_shows.asp)*

### ANTAD

**March 12-14, 2004, Guadalajara, Mexico**

There will be a California Pavilion at ANTAD, which is the National Grocery Retailers Association Show. This is the biggest and most prestigious annual food and supermarket show in Mexico. At least 10,000 attendees are expected and twelve countries will be participating.

### VINITALY

**April 9-13, 2004, Verona, Italy**

California will participate in the VINITALY trade exhibition being held in Verona, Italy April 9-13, 2004. Over 161,000 visitors from over 84 countries attend this comprehensive wine exhibition.

### FOOD & HOTEL SOUTH CHINA

**June 23-25, 2004, Guangzhou, China**

The California Pavilion at FHC 2004 will highlight California's diverse agricultural product to the lucrative hospitality and food service sector. Held in Guangzhou, China FHC South China 2004 is a key event for the hotel, restaurant, and institutional sector.

*For information regarding any of these upcoming events, please e-mail the Agricultural Export Program: [aepinfo@cdfa.ca.gov](mailto:aepinfo@cdfa.ca.gov)*

## EXPORT OPPORTUNITIES

- A British specialty foods importer is seeking U.S. suppliers of reindeer meat.
- An importer in Guinea (French speaking) is seeking a variety of products from U.S. suppliers, including: fresh vegetables, sugar, rice and tomato products.

*If you are interested in any of these export opportunities, please e-mail the Agricultural Export Program at: [aepinfo@cdfa.ca.gov](mailto:aepinfo@cdfa.ca.gov)*



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Director, Esther Vicente; staff: Patricia "Kelsey" Olson, Joshua Eddy, Sarah Logue, and Anela Pompei



## RECENT FAS/USDA REPORTS

The following reports of interest were released during the month of September. Reports are available on-line at [www.fas.usda.gov](http://www.fas.usda.gov)

**Korea:** Wine Report

**Czech Republic:** Food Service

**Mexico:** Retail Sector

**New Zealand:** Country Report

## UNITED STATES AND CHILE SIGN HISTORIC FTA

The United States and Chile signed an historic free trade agreement (FTA) that will eliminate tariffs, lower trade barriers, promote economic integration and expand opportunities for both countries. The U.S.-Chile FTA will increase U.S. market access for goods and services and provide strong protections for U.S. investors in Chile.

American workers, consumers, businesses, farmers and ranchers will enjoy preferential access to one of the world's fastest growing economies. Products and services will be able to flow back and forth between the United States and Chile with no tariffs and under streamlined customs procedures.

Before the agreement, U.S. farmers faced higher tariffs than farmers from Canada or the EU. Farmers will gain duty-free treatment within four years for important U.S. products such as pasta, distilled spirits, beef and beef products, breakfast cereals and processed food products. *Source: USDA/FAS*

## U.K. VEGETARIAN FOOD GROWTH SLOWS

The U.K. market for vegetarian foods grew an average of 15 percent between 1999 and 2002, but in 2003 growth fell to an estimated 7.9 percent.

Despite the likely decline in growth this year, the vegetarian food market remains buoyant, with sales increase in excess of many other food sectors. The Vegetarian Foods Market Assessment 2003 report shows that continued growth in vegetarian food purchases has come not from "true" vegetarians but rather from a higher number of meat "reducers."

*Source: FoodandDrinkEurope.com*

## CALIFORNIA FREE OF EXOTIC NEWCASTLE DISEASE

The California Department of Food and Agriculture and the U.S. Department of Agriculture have announced an end to the Exotic Newcastle Disease (END) quarantine. Extensive testing of the regulated area has been completed, with no additional detections of the disease.

The initial cases of END were detected last fall. By winter, the disease had spread to commercial poultry operations in Southern California. In January, California Governor Gray Davis declared a state of emergency. The outbreak cost more than \$160 million to fight and resulted in the depopulation of more than three million birds.

To guard against the risk of subsequent outbreaks, especially in the high-risk fall months, CDFA has activated an ongoing monitoring program. All backyard poultry owners and commercial operations are encouraged to practice biosecurity measures to help prevent the introduction of disease when people enter or depart the premises, to routinely check birds for signs of illness, and to report any incidence of suspected END or other bird diseases. More information is available at [www.cdffa.ca.gov](http://www.cdffa.ca.gov) or through the END information line, (800) 491-1899.

*Source: CDFA press release*

## CALIFORNIA LAUNCHES FIRST INTERNATIONAL ORGANIC FOOD EXPORT PROGRAM

California Certified Organic Farmers (CCOF) and the Monterey Bay International Trade Association (MBITA) announced the launch of a Certified Organic Product Export Strategy—California (COPEs-CA) program. The COPEs program is designed to initiate exports of California's organic products to markets overseas, and emphasize free education for California-based companies.

The COPEs-CA program, funded with a grant from CDFA will offer export and marketing assistance for California companies that produce organic foods, or that are interested in entering this expanding market, which has been growing at about 20 percent each year for the last 12 years.

The COPEs-CA program will be administered by CCOF, one of the largest organic certification and trade associations in the United States and MBITA an international non-profit trade center that uses advanced technology for Global eCommerce and e-training opportunities.

*For more information on the COPEs-CA program, please contact Kenny Swain, CCOF, at (831) 423-2263 or e-mail: [kswain@copes-ca.org](mailto:kswain@copes-ca.org)*



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## CHOOSING CALIFORNIA GROWN PRODUCTS DRAMATICALLY IMPACTS STATE'S ECONOMY AND JOBS

In a statewide economic impact study released late July, findings reveal that relatively minor shifts in Californians' purchasing decisions have a major impact on the state's economy and job outlook.

According to study findings, if each Californian increased his or her purchase of California-grown products by just 10 percent—the result would be 5,565 new jobs throughout the state and nearly \$1.38 billion in additional spending due to the increased business activity.

Importantly, these figures do not assume an increase in any household spending, simply documenting the effect of choosing products of California farms, ranches, forests, and fisheries over products available from out of state.

The benefits of purchasing more California-grown products come not only to farms, but also to other businesses, rural and urban, due to increased demand for their goods and services, to those who will find jobs, and to local and state government in the form of additional taxes being generated by the economic activity.

Everyone wins when shoppers choose California grown products, said William (Bill) J. Lyons, Jr., Secretary of the California Department of Food and Agriculture. When farms thrive, so do the communities and the economy.

*Source: California Fresh Fruit and Raisin News*

## LOGISTICS WORKSHOP: MEXICO

The Sacramento Regional Center for International Trade Development (CITD) and the California-Mexico Trade Assistance center will be hosting "A Mexican Logistics Workshop" on Tuesday, October 28, 2003 in Gold River.

Attendees can learn about shipping to and from Mexico from a nationally recognized industry expert, Bill Hay of Bill Hay International, Inc. BHI is a full-service transportation broker and logistics provider that specializes in the movement of freight into and out of Mexico at all fourteen major gateways.

This full-day, hands-on workshop will focus on how to move freight from the consignor to the consignee of the products, to or from any city within Mexico and California.

*For more information, please contact the Sacramento CITD at (916) 563-3200 or visit [www.calagexport.com](http://www.calagexport.com)*

